

# Fundraising Events Your Way



JDRF is extremely grateful to the many individuals and organizations who wish to organize events and campaigns to support research and programs to help find a cure for type 1 diabetes (T1D).

## FUNDRAISING EVENT/CAMPAIGN OVERVIEW

A JDRF Supporter's Fundraising Event/Campaign ("Fundraiser") is an event or promotion organized, developed and executed for the purpose of raising money to advance JDRF's mission by an individual, business or organization ("Organizer"), which is non-affiliated with JDRF.

JDRF has no fiduciary responsibility and little or no staff involvement in these Fundraisers, where the net proceeds shall be delivered to the JDRF chapter for the benefit of JDRF.

With the Organizer's acceptance of (and compliance with) these Program Policies & Guidelines Organizer of a Fundraiser has the opportunity to utilize the JDRF Your Way™ online fundraising tools for Fundraiser promotion and related online fundraising, and use the JDRF "To Benefit JDRF" logo in connection with the Fundraiser.

## PROGRAM POLICES & GUIDELINES

### Event Names

All promotional materials and public communications must clearly state that JDRF is the beneficiary of the Fundraiser, and may not state or imply that the Organizer is an employee, agent, subsidiary, or affiliate of JDRF, nor may such materials or communications state or imply that the Fundraiser is organized, hosted or sponsored by JDRF or that JDRF is other than the beneficiary of the Fundraiser. For example, rather than "The JDRF [Fundraiser Name]", the Fundraiser should be identified as "The [Fundraiser Name] To Benefit JDRF."

### JDRF Staff & Volunteers

JDRF staff and volunteers are fully deployed on strategic programs to raise funds to support the mission of "accelerating life-changing breakthroughs to cure, prevent and treat T1D and its complications." As a result, JDRF is unable to provide staff or volunteers in-person support for fundraising events by organizers.

### Liability Insurance

JDRF insurance does not extend or cover independent JDRF Supporter's Fundraising Events/Campaigns. It is recommended that Organizers read the fine print of agreements they are signing when holding fundraisers at various locations—at times liability insurance is mentioned in this agreement and that will be at the responsibility of the Fundraiser Organizer, not JDRF. We recommend that you seek independent insurance advice, if appropriate.

### Conduct & Decorum

Each Fundraiser shall be administered in a manner that reflects positively on the image of JDRF. No conduct which is unlawful or deemed offensive by JDRF shall be associated with any Fundraiser. JDRF reserves the right to revoke the Organizer's permission to use the JDRF name, the To Benefit JDRF Logo, and the JDRF Your Way™ online fundraising tools for any Fundraiser it deems offensive or in violation of these Program Policies & Guidelines.

We encourage event Organizers to conduct events benefitting JDRF in the safest manner possible and to protect the health and safety of all those attending or involved. In matters of health and safety (such as the COVID 19 pandemic) it is recommended that Organizers follow the science and data to make appropriate decisions on holding events based on the guidance of federal, state and local public health officials.



### **Accounting & Banking**

- If the Organizer would like to use the JDRF online platform, JDRF Your Way™ to promote and raise funds for their Fundraiser they have access to use this tool. Note: All funds raised through this online tool remain with JDRF and are not able to be used to pay back expenses that may have been incurred for hosting the Fundraiser.
- Organizer and/or cause individual donors shall donate to JDRF all proceeds from the Fundraiser, net of direct costs. Under no circumstances can a Fundraiser's expenses flow through JDRF's accounting books.
- Only the net revenue (revenue less expenses) will be accepted by JDRF. The Organizer may not use JDRF's taxpayer identification number or assert exemption from taxes under JDRF's name.
- All donations submitted through JDRF's online fundraising page or mailed directly to JDRF will be acknowledged by JDRF with a tax-deductible receipt, assuming donor information is supplied.

### **In-kind Sponsorship**

JDRF cannot solicit in-kind sponsors for independent JDRF Supporter's Fundraising Events/Campaigns. In-kind sponsorship is defined as a donation of a product or service such as printing of materials or providing custom t-shirts. Additionally, the value of in-kind sponsor's products or services can be recognized as part of the total event revenue, but obviously not in the event's cash donation to JDRF. Please contact JDRF for additional information.

### **Safety of Participants in Events**

All in-person fundraising events should be conducted with the safety of the participants in mind, and special attention must be paid to the safety of any minor participating in the event. JDRF is not responsible for the safety of participants in the Fundraiser by the Organizer. If any event poses any potential risk to the health or safety of a participant, e.g., walkathon, marathon, triathlon, the organizer shall obtain a written and signed waiver of liability from each participant as a condition of participating in the event. The waiver must release JDRF from any claim for liability resulting from the individual's participation in the event. Sample waiver language provided upon request.

### **Cause Related Marketing & Product Endorsement**

For-profit entities or individuals that wish to fundraise for JDRF through their trade or business, by offering JDRF a percent of sales or revenue from products or services must first secure JDRF's written approval before proceeding. Organizer shall not use the JDRF name and/or the To Benefit JDRF Logo in connection with any the sale or promotion of any products or services or for any commercial purposes unless pre-authorized by JDRF in writing. Organizer will not represent or imply that JDRF endorses or sanctions any product or service of Organizer or of any third party.

### **Usage of JDRF name and To Benefit JDRF™ logo**

JDRF has strict guidelines around the usage of our logo for fundraising activities. Permission to use the "To Benefit JDRF" logo is granted on a case-by-case basis. Organizers of fundraisers must request to use our logo by completing this [request form](#). Staff will respond to all requests within 30 business days.

All promotional materials and public communications must clearly state that JDRF is the beneficiary of the Fundraiser and may not state or imply that the Organizer is an employee, agent, subsidiary, or affiliate of JDRF. These materials or communications should also not state or imply that the Fundraiser is organized, hosted or sponsored by JDRF or that JDRF is anything but the beneficiary of the Fundraiser.

JDRF grants to the Organizer, a non-exclusive, non-transferable permission to use and display the JDRF name and the To Benefit JDRF™ logo (the "Benefit Logo") in connection with Fundraisers authorized hereunder, subject to the following terms and conditions:



- Licensee will use the JDRF name and the Benefit Logo solely to organize, promote, host and present the Fundraiser in accordance with these Program Policies & Guidelines. The Benefit Logo may be reproduced solely in accordance with the To Benefit JDRF logo Brand Guidelines and as otherwise provided herein.
- The words “To Benefit JDRF” and the Benefit Logo may be used in connection with publicizing the Fundraiser. No other use of the JDRF name of any other JDRF, trademarks, slogans, logos or design may be used in connection with the Fundraiser unless JDRF makes them available to Organizer specifically for use in connection with the Fundraiser.
- Licensee shall not make any alterations to the Benefit Logo, or adapt the Benefit Logo as part of another symbol or mark. Organizer agrees not to do, omit to do, or permit to be done, any act which will or may dilute or tarnish or bring into disrepute the reputation of or goodwill associated with the JDRF name or the Benefit Logo.
- The Organizer is responsible for the costs, logistics and liability associated with organizing, promoting and producing the Fundraiser.
- Organizer shall not grant permission to any other person to use the JDRF name and/or the Benefit Logo.
- Licensee agrees to comply with all laws in connection with organizing, promoting and hosting/presenting any Fundraiser where the JDRF name and/or Benefit Logo will be displayed or used by Licensee.
- JDRF reserves the right to terminate Licensee’s right to use of the JDRF name and Benefit Logo immediately and without prior notice if JDRF determines in its sole discretion that Licensee has violated any of these Program Policies & Guidelines.

### **Indemnity**

The Organizer of the Fundraiser agrees to indemnify and hold harmless JDRF, its affiliates, officers, employees, agents, representatives, contractors and licensees from and against all claims, losses, damages, liabilities and expenses, including reasonable attorney’s fees, arising out of or occasioned by any act or omission of Organizer, or his/her/its officers, partners, employees, agents, volunteers, contractors, the licensees, guests, invitees, or attendees, in connection with the Fundraiser.